



“Adding socioeconomic value to industry through the integration of artists in research and open innovation processes”

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Artistic Correspondents Network Initial Planning

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Table of Contents

Executive Summary	4
SECTION 1 – Management Plan	6
1.1 Background	6
1.2 Management Process	7
1.3 Types of Network Nodes	9
1.4 Strategic Timing for Action	9
SECTION 2 – Network Partners and Actions	10
2.1 Local Partners	12
2.2 Regional Partners	17
2.3 International Cooperation Partners	18
2.4 EU Funded Projects Coordination	20
SECTION 3 – Future Considerations	22



Executive Summary

The paramount challenge of VERTIGO is to implement a wide participation of Artists in processes of innovation by effectively integrating them in research teams. VERTIGO's ultimate aim is to congregate and solidify the STARTS community and to support the European Commission in transforming the actual STARTS Initiative¹ into a EU funding policy. Therefore, the VERTIGO project is the main policy making instrument of STARTS. STARTS is presently an initiative of the Digital Single Market. The Artistic Correspondents Network – as part of the VERTIGO project – is working directly with the principal stakeholders inside and outside the policy making sphere.

The overarching and holistic perspective is that the main aim of VERTIGO is to support the Commission in transforming STARTS from a dedicated embryonic and experimental initiative in DG CONNECT into a wider EU research funding policy cross-cutting along the future FP9. The strategic timing for action is therefore the second half of 2018 and the whole of 2019: this is the time where the positioning in the definition of the future FP9 will happen.

The role of members of the Artistic Correspondents Network is that of liaising with the local artistic and industrial communities, either corporations, individual artists or arts organisations, in order to promote the project activities and in particular the opportunities for fellowships and residencies within innovation projects, and to identify suitable matchmaking events where artists and technologists can get together and that may be sponsored or supported by VERTIGO.

Starting with a group of 16 members, in the meantime, 5 new members have been added to the preliminary list of the Artistic Correspondents Network presented in the VERTIGO project proposal. The new list of partners has been consulted in one on one conference calls. From that consultation, a series of preliminary ideas resulted which have been discussed with the Commission. This series of ideas have been constituting the basis for this document. The discussion of this document with the VERTIGO consortium members will give rise to the *Case by Case Action Management* model. The members of the Artistic Correspondents Network are dispersed in 21 countries (in Europe and beyond) and the prospective members, at this stage, are in 3 other different countries.

Socioeconomic innovation through technology is the core business of STARTS. Partners of the network are interested in engaging in this endeavor either because it is their core business, or because it is an area that they can be active in as innovation partners or partners willing to innovate by engaging in STARTS activities.

Industry is also targeted to be engaged in STARTS. All partners aim at engaging industry in their proposed actions. The future of STARTS is crucially dependent on its ability to engage industry in its actions. This will be the main leitmotiv in all actions realized with the Artistic Correspondents Network.

¹ More information: <http://www.ictartconnect.eu/>



Adding value to research and technology through integration of artists in projects and synergy creation between creative industries, entrepreneurs, researchers and arts

VERTIGO – in the context of the Artistic Correspondents Network – is establishing contacts with other ongoing in National and EU funded projects in order to strengthen STARTS presence across Horizon 2020.

The creation of Regional Development cases is also instrumental for the future of STARTS. Concrete, real success stories of the so called STARTS Innovation centers will be indispensable to convince decision makers to support the development of STARTS.



SECTION 1 – Management Plan

As mentioned, VERTIGO's ultimate aim is to congregate and solidify the STARTS community and to support the European Commission in transforming the actual STARTS Initiative² into a EU funding policy. Thus, the VERTIGO project is the main policy making instrument of STARTS.

STARTS is, at the time of the writing of this document, an initiative of the Digital Single Market. STARTS is an offspring of the ICTARTCONNECT.study that was triggered by the previous ICT ART CONNECT initiative of the Digital Agenda for Europe. The FET-ART project was the main policy making instrument of the ICT ART CONNECT initiative.

STARTS has been evolving, and will continue evolving throughout its development accompanying transformations of the EU policies and priorities to which it is directly or indirectly related to. Consequently, the VERTIGO project will seek to respond to the needs of STARTS in accordance with the constantly changing environment of EU policy making.

The Artistic Correspondents Network – as part of the VERTIGO project – working directly with the principal stakeholders inside and outside the policy making sphere will also have to adapt accordingly. Therefore, the level of flexibility and openness of the proposed plan has been fully maximized.

The Artistic Correspondents Network has a crucial role in this by:

- promoting high level policy making STARTS roundtables;
- promoting regional development based STARTS initiatives;
- promoting bottom-up participation of stakeholders and targeted communities;
- relaying VERTIGO's main communication elements to their communities;
- engaging the STARTS community in VERTIGO project results dissemination activities.

Flexibility and openness of this initial plan are being implemented as follows:

- final commitment with members to actually execute an action is only put forward when significant certainty is in place regarding its relevance to STARTS, quality of the proposed activities, and its relevance to the endeavors of STARTS;
- final programming of actions will be fixed only at the unavoidable moment in order to be inclusive both from a bottom-up and a top-down perspective.

² More information: <http://www.ictartconnect.eu/>



A good example of the need of such measures is the example of one of the partners, the V&A. Only recently, BREXIT officially started. This brings a lot of uncertainty to the pertinence of executing the proposed action. In such cases, discussions and negotiations keep going until a more political environment has been established or a final decision has to be taken due to time constraints.

The condition for members to join the Artistic Correspondents Network is to fund at least 50% of the proposed action. Some members are even self-funded. Although in the initial project proposal an average of 25 thousand euros per partner is mentioned, smaller contribution amounts have been negotiated in order to adapt to the matching capabilities of the members and also allow new members to join.

At this stage, no fixed values have been agreed with members. Only global values have been discussed.

New members have been joining mostly spontaneously. In the medium term, potential strategic new members might be targeted in accordance with of the experience and developing interaction with the actual members of the network.

Similar to other projects such as Creative Ring³, the global aim for the network is to be sustainable beyond project as well as to grow exponentially.

³ <http://www.creativering.eu/>

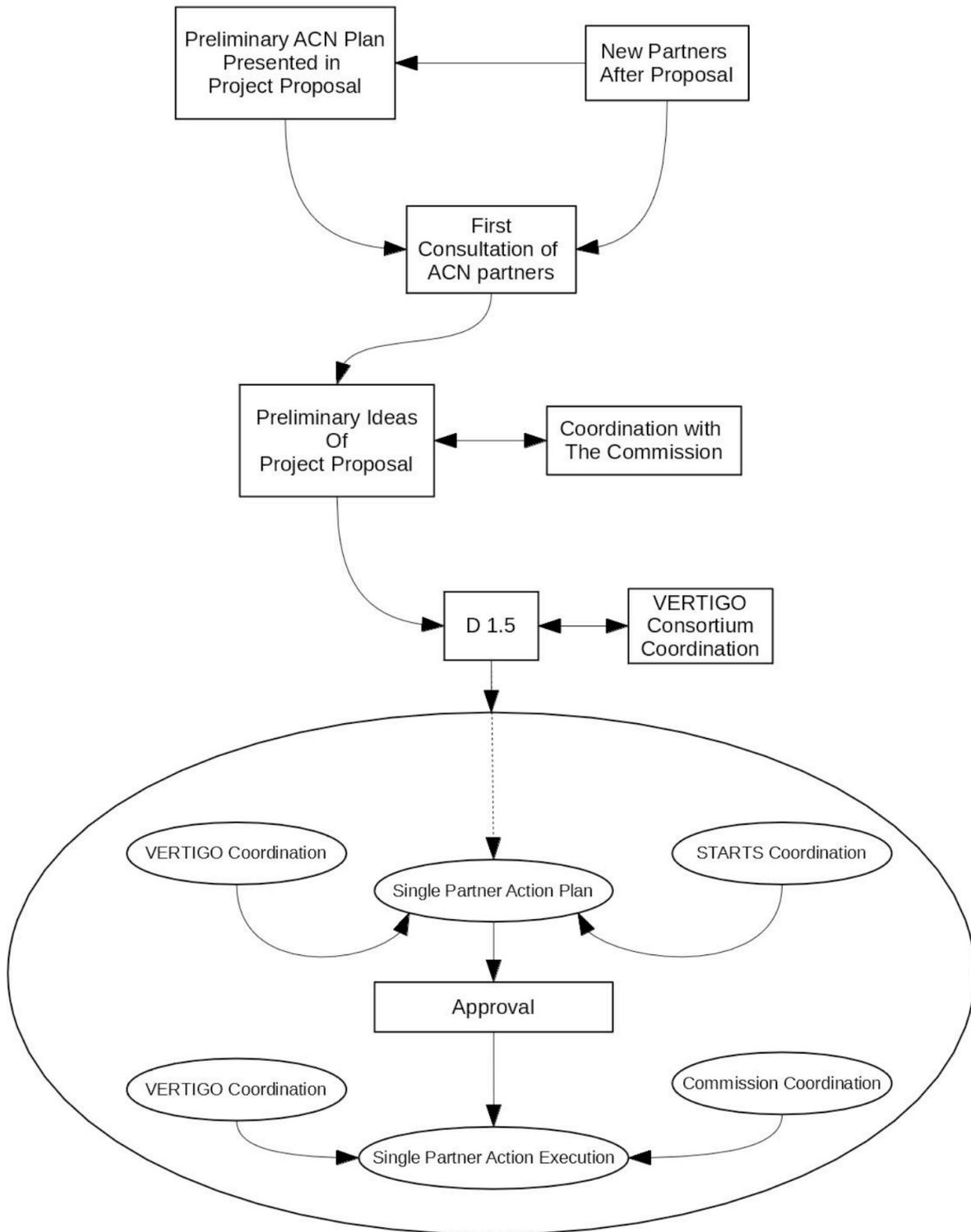


Fig. 1 – Management Process Graph



New partners have been added to the preliminary list of the Artistic Correspondents Network presented in the VERTIGO project proposal. The new list of partners has been consulted in one on one conference calls. From that consultation a series of preliminary ideas resulted which have been discussed with the Commission. This series of ideas have been constituting the basis for this document. The discussion of this document with the VERTIGO consortium members will give rise to the Case by Case Action Management model.

The Case by Case Action Management is a flexible and open model. It processes the refinement and adaptation of the proposed actions all the way through the final decision of the execution of the action. Along the process, actions can be aborted in adaptation to the evolution of the project ecosystem and new opportunities, and at any time other actions can be suggested.

The title of the model clearly states that each case is dealt with individually in close coordination with the VERTIGO consortium and other STARTS projects. This close coordination with other STARTS projects aims at avoiding any duplication of effort as well as reinforcing the proposed action or merging it in a joint action with other STARTS projects.

The process of decision internal to VERTIGO will involve a committee made of one representative of each partner.

After approval of the planned action by the Commission, the partner will then execute the action in close collaboration with VERTIGO and the Commission.

Although the members of the network are denominated as artistic correspondents, this does not mean that they have to be artists. What it means is that these organizations privilege artistic practices in their core business. It can be companies, research bodies, festivals, learning organizations or cultural organizations. The relevant principal is to clearly distinguish between artistic practices and cultural practices. STARTS, and therefore VERTIGO project, is focused on artistic practices in research and innovation activities. STARTS is not focused on cultural practices. Cultural institutions are supported by the funding schemes of DG EAC. STARTS is an initiative of DG CONNECT.

Socioeconomic innovation through the combination of Science, Technology and the Arts is the core business of STARTS. Members of the network are interested in engaging in this endeavor either because one of these fields is their core business, or it is an area that they can be active in as innovation partners or partners willing to innovate by engaging in STARTS/ VERTIGO activities.

Industry is also targeted to be engaged in STARTS. All members aim at engaging industry in their proposed actions.

The main aim of VERTIGO is to support the Commission in transforming STARTS initiative from a dedicated embryonic and experimental initiative in DG CONNECT into a wider EU research funding policy cross-cutting along the future FP9.

The strategic timing for action, and within the VERTIGO framework and period of implementation, is therefore the second half of 2018 and the whole of 2019: this is the time where the positioning in the definition of the future FP9 will happen.



SECTION 2 – Network Partners and Actions

Members of the Artistic Correspondents Network are in 21 countries and the prospective partners at this stage are in 3 other additional countries.

The range of activities proposed up to now are as follows:

- roundtables;
- workshops;
- exhibitions;
- online events;
- conferences;
- books.

Moreover, all members are committed to relay the main elements of VERTIGO communication to their own targets.



Name	Country	Action	Start	End	Self-Financed
CONFIRMED PARTNERS					
Cluj	RO	Roundtable/Hackathon	juin 17	juin 17	YES
Avignon Festival	FR	Announcement of Winners	juil 17	juil 17	YES
BOZAR	BE	Estonian Presidency Event	sept 17	sept 17	YES
Venice Biennale	IT	STARTS Pavillion	nov 17	déc 19	NO
LABoral	ES	NEXT THING Exhibition	déc 17	mars 18	NO
CreativeApplications.net	UK	Online Live Streams	avr 18	mars 20	NO
TSRACT	CZ	Mutamorphosis Conference	avr 18	avr 18	NO
FutureEverything	UK	Exhibition/Workshop series	avr 18	avr 18	NO
Kersnikova Institute	SI	Roundtable/Workshop	juin 18	juin 18	NO
Factoria Cultural	ES	Event/Workshop	sept 18	sept 18	NO
Leonardo	US	Policy Making Event	oct 18	oct 18	NO
Fly Global	TW	Conference/Workshop	nov 18	nov 18	NO
V&A	UK	Exhibition	mars 19	mars 19	NO
RIXC.org	LV	Roundtable/Workshop	oct 19	oct 19	NO
DeTao Master	CN	Workshop/Publication	nov 19	nov 19	NO
Ars Electronica	AT	Book	févr 20	févr 20	NO
Center for Complex Systems	PL	Exhibition/Workshop series	tbd	tbd	NO
ZKM	DE	Exhibition	tbd	tbd	NO
NCIS	BR	Conference/Workshop	tbd	tbd	NO
Stromatolite	UK	Music Tech Fest	tbd	tbd	NO
SAV	SK	tbd	tbd	tbd	NO
NANO	BR	tbd	tbd	tbd	NO
GLUON	BE	Exhibition	tbd	tbd	NO
WAAG	NL	Series of Events	n/a	n/a	YES
PROSPECTIVE PARTNERS					
SONAR	ES	Exhibition + Roundtable	tbd	tbd	tbd
Braga	PT	Event/Workshop	tbd	tbd	tbd
Vienna	AT	tbd	tbd	tbd	tbd
Japan	JP	tbd	tbd	tbd	tbd
South Korea	KR	tbd	tbd	tbd	tbd
Estonia	ET	tbd	tbd	tbd	tbd
Paris	FR	tbd	tbd	tbd	tbd

Fig. 2 – List of Network Partners and Actions

All partners are engaged in promoting the calls through their contact networks.

Partners and correspondent proposed actions are being presented hereinafter, on three levels: local, regional and international. They are being presented in ascendant order of the proposed dates for their proposed actions.

Local Partners are active in a specific place and are internationally recognized.



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Regional Partners are active in an EU Region.

International Partners are active in a strategic region of EU international cooperation.

AVIGNON FESTIVAL (FR), *Announcement of Selected Proposals*, July 2017

The Avignon Festival is today one of the most important contemporary performing arts events in the world.

It is the perfect context to announce the selected proposals for the first round of VERTIGO STARTS residencies in the artistic world. However, no concrete links to industry have been discussed yet.

No defined budget at this stage.

BOZAR (BE), *Estonian Presidency Event*, September 2017

BOZAR is the most relevant Arts Center in Brussels, in close connection with all the layers of the city: regional, national, European and international.

As the presidency of the EU in the second half of 2017 will be Estonia, it is organizing an event on STARTS, including exhibitions, discussions and performances.

No budget from VERTIGO needed.

VENICE BIENNALE (IT), *STARTS Pavilion*, November 2017 – December 2019

“La Biennale di Venezia” is a not for profit foundation which carries out research in the field of contemporary arts. La Biennale di Venezia organizes in Venice public exhibitions and festivals and is famous for its pavilions.

The target is to have a STARTS Pavilion in the 2019 edition of the Festival for Contemporary Arts (where artworks resulting from VERTIGO STARTS residencies can be showcased).

La Biennale proposed to organize a third symposium on STARTS in November 2017, entitled NEXUS Pavilion.

No budget has been committed to for this activity yet.



LABORAL (ES), *NEXT THING Exhibition*, December 2017 – March 2018

LABoral Centro de Arte y Creación Industrial is an open platform for research, production, dissemination and interpretation of emerging cultural forms that resulted from the shifts triggered by the creative use of new technologies.

LABoral, together with Telefonica R+I, is a promoter of the transdisciplinary artistic residencies programme NEXT THINGS, a yearly Global Art & Technology Challenge and Open Hardware Fellowship, that for the period of 5 years has supported the most creative projects linking art+technology under the framework of the IoT.

LABoral will exhibit the 5 NEXT THINGS projects at LABoral in December 2017 for a period of 3 months.

In the framework of the opening of the exhibition several roundtables and conferences with experts and the participating artists themselves have been scheduled to reflect on the potential and the impact of these projects on innovation in industries.

The proposed budget: 50 thousand euros to be funded 50% by VERTIGO.

CREATIVEAPPLICATIONS.NET (UK), *Online Live Streams*, April 2018 – March 2020

CreativeApplications.Net [CAN] was launched in October 2008. It is one of today's most trustworthy digital art blogs. The site reports and highlights innovation across the field as well as lists projects, tools and platforms relevant to the intersection of art, media and technology.

CAN proposes *CAN Conversations*: a series of live discussion events taking place online in the form of streamed video content and consisting of 3-4 participants discussing one or more VERTIGO residency projects and related topics such as industry.

The proposed budget for a total of 15 conversations and their recorded version: 22,5 thousand euros to be funded 50% by VERTIGO.

TSRACT (CZ), *MutaMorphosis Conference*, April 2018

T.S.R.ACT is a center of excellence active on both local, national, and international level in the intersection of newly emerging technologies, media and arts.

Since 2007, *MutaMorphosis* has served as a platform for productive dialogues and sustained mutalogues that interconnect disciplines and sectors such as academia, creative practice, technological innovation as well as policy making.

The Intermedia research group, GOODAi, The Czech Academy of Sciences and the Slovak Academy of Sciences will be the co-organizing partners.

The proposed budget: 30 thousand euros to be funded 50% by VERTIGO



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FUTUREEVERYTHING (UK), Exhibition/Workshop series, April 2018

FutureEverything is an award winning innovation agency that delivers art, design and innovation for cities, business, science, and the arts.

Two action options are being discussed:

Option 1: best practices and lessons learned from the integration of artists in CityVerve, the UK's demonstrator for Internet of Things;

Option 2: a 3 day workshop "tomorrow": a talent development programme for artists working in innovation. Showcasing methodologies and best practices. Enabling and mediation of artists participating in R&I projects.

No budget has yet been defined for this action.

KERSNIKOVA INSTITUTE (SI), Roundtable/Workshop, June 2018

Kersnikova Institute is a not for profit cultural institution operating in the fields of investigative art, culture and education practices focusing on the future at the nexus of art, technology and society.

Kernikova organizes a small festival dedicated to the topics connected to the space industry. The participants are: representatives of ESA Southern Observatory CERN, members of the industry and other observers.

Kernikova proposes to organize either a roundtable or a workshop on STARTS.

No budget has yet been defined for this action.

FACTORIA CULTURAL (ES), Event/Workshop, September 2018

Factoria Cultural is a creative incubator and hub that promotes the development of entrepreneurial initiatives in the various fields of technology, communication and the arts. Factoria Cultural just opened two new centers, one in Sevilla and one in Murcia.

Factoria Cultural proposed to organize a STARTS event/workshop in one of their summer schools.

No budget has yet been defined for this action.

VICTORIA & ALBERT MUSEUM (UK), *Exhibition*, March 2019

The V&A is the largest museum of art and design in the world.

Many ideas have been discussed for a STARTS exhibition, but none has been confirmed yet.

No budget has yet been defined for this action.



RIXC (LV), *Roundtable/Workshop*, October 2019

RIXC is a center and creative lab based in Riga. It actively works since the end of 90s in the field of new media art and ICT culture. Through their artworks, festivals, exhibitions and publications they have been continuously introducing innovative themes (from internet radio and local media to techno-ecologies, and pond-battery), becoming one of the most important nodes for artistic and cultural innovation in the North European network.

The Renewable Futures is a new conference series in the Baltic Sea and North European region. It will shape new contact zones between traditionally separated domains – art and science, academic research and independent creative practices, sustainable businesses, and social engagement in the 21st century.

RIXC proposed a STARTS roundtable or a workshop in this context.

No budget has yet been defined for this action.

ARS ELECTRONICA (AT), *Book*, February 2020

Since 1979, Ars Electronica has been exploring interlinkages and congruities, causes and effects at the interface between art, technology and society. Ars Electronica is a Festival, a Center, Research Lab and an innovation company.

Ars Electronica proposed to publish a book on the VERTIGO STARTS Residencies.

No budget has yet been defined for this action.

The International Center for Complexity and Conflict (PL), *Exhibition/Workshop series*

The ICCC is a sister Center of the International Center for Cooperation and Conflict Resolution at Teachers College, Columbia University, and is hosted by the Warsaw School for Social Psychology in Poland (Szkoła Wyższa Psychologii Społecznej).

The ICCC proposed a STARTS exhibition in Warsaw with related workshop.

No budget has yet been defined for this action.

ZKM (DE), *Exhibition*

The ZKM | Center for Art and Media was established in 1989 and has been charged with the task of facilitating extensive examination of culture and media technology, especially in the fields of imagery, music, speech and combinations. Hence, it has been functioning as an institution of research, cultural mediation and further education.



ZKM proposed to organize a STARTS exhibition.

No budget has yet been defined for this action.

STROMATOLITE (UK) *Music Tech Fest*

Stromatolite LTD, and its spinoff companies Music Tech Fest and #MusicBricks, have been specializing in creating innovation ecosystems that unite science and art and bridge academia and industry.

Stromatolite proposed to organize a hands-on STARTS event in one of the editions of the Music Tech Fest yet to be determined.

No budget has yet been defined for this action.

GLUON (BE), *Exhibition*

Gluon is an organization that realizes crossover projects between visual art, research and industry.

ZKM proposed to organize a VERTIGO STARTS Residencies exhibition.

No budget has yet been defined for this action.

WAAG (NL), *Series of Events*

WAAG Society – institute for art, science and technology – is a pioneer in the field of digital media. Over the past 22 years, the foundation has developed into an institution of international status, a platform for artistic research and experimentation, and has become both a catalyst for events and a breeding ground for cultural and social innovation.

The WAAG society is the partner of the STARTS Prize and in charge of organizing the event. It is part of the network in order to maintain synchronization between projects.

No budget has yet been defined for this action.

SONAR (ES) *Exhibition + Roundtable*

Sónar is the International Festival of Advanced Music and Congress of Technology and Creativity, celebrated each year for three days in June in Barcelona. STARTS has been present in SONAR with exhibitions and roundtables at the SONAR+D section dedicated to research and development since 2015. A roundtable staged by the City of Barcelona and SONAR on STARTS has also been organized in 2017.

The aim is to continue and expand STARTS's presence in SONAR and in Barcelona in general.



No specific actions have yet been discussed.

No budget has yet been defined for this action.

The general aim of the work to be developed with the Regional Partners is to trigger the potential creation of STARTS Innovation Centers. These centers aim at being neutral ground for innovation projects having as its core practice STARTS methodologies. The model of the STARTS Innovation Centers is having a city that physically hosts the center, normally with a dedicated building, and having regional partners including research labs, universities, local industry and local representations of multinational companies. The STARTS network of artists will provide direct contact with international artists to be matched to specific projects.

Links are being established with SERN – the Startup Europe Network of Regions in order to make within SERN a sub-network of STARTS Innovation Centers. SERN is led by INOVA+, also a partner in VERTIGO.

CLUJ (RO), *Roundtable/Hackathon*, June 2017

Cluj-Napoca is a city in Romania that is building a new Arts Center able to a STARTS Innovation Center.

A number of STARTS activities will happen in Cluj during the Open Innovation 2.0 Conference 2017 of the Digital Single Market. A roundtable is planned as well as a potential contribution of the BRAINHACK project with a hands-on activities.

No budgetary contribution from VERTIGO needed for this action.

BRAGA (PT), *Event/Workshop*

Braga is a city in Portugal that is willing to host a STARTS Innovation Center in the context of its candidacy to the title “UNESCO City of Media Arts”.

The city already decided which building to host the event. ARTSHARE is planning to visit the building on the 3rd of April of 2017.

A STARTS event is being planned but no concrete ideas are in place yet.

No budget has yet been defined for this action.



SAV, (SK)

The Slovak Academy of Science of Slovakia has been engaged with STARTS even before it came into existence and when it was still called ICT ART CONNECT.

Many ideas of a more wider initiative in Slovakia have been discussed but no concrete ideas are yet in place. ARTSHARE is planning to visit Slovakia in April to keep developing potential approaches.

No budget has yet been defined for this action.

PARIS, (FR)

The VERTIGO Forum at Centre George Pompidou started in March 2017 is the first large scale and sustainable host of STARTS actions in Paris, France. Contacts are being held at high level by IRCAM with numerous local partners including Ile de France Region, Ville de Paris, Cap Digital Technology cluster, Incubators, etc.

ARTSHARE will establish contacts with the City of Paris to better understand that opportunity.

No budget has yet been defined for this action in addition to the one already allocated to the Public Event as part of VERTIGO WP5.

VIENNA, (AT)

Vienna, in Austria, is an excellent potential ground for STARTS Initiatives in the context of its Art and Technical educational institutions. ARTSHARE will contact these institutions as well as the City of Vienna in order to better understand the potential for STARTS.

No budget has yet been defined for this action.

TALLIN, (ET)

Tallin, in Estonia, is a crucial city for European Security stability. A group of researchers and investors in the health tech sector are interested in the potential of STARTS. ARTSHARE is planning to visit Tallin to better understand its potential for STARTS.

No budget has yet been defined for this action.

International Cooperation Partners are instrumental in shaping the global positioning of STARTS. The liaison with these partners has to be done very closely with the Commission and with the EEAS – European External Action Service as any EU triggered action abroad in a diplomatic



context. Therefore, any STARTS action has to be completely in line with the External Action Policies and other special frameworks in place for the specific region in focus.

ARCOLAT was an action deployed by ARTSHARE in the context of EU-CELAC Relationship and will be taken in consideration in this context.

LEONARDO (US/FR), *Policy Making Event*, October 2018

Leonardo/The International Society for the Arts, Sciences and Technology (Leonardo/ISAST) is a non for profit organization that serves the global network of distinguished scholars, artists, scientists, researchers and thinkers through our programs focused on interdisciplinary work, creative output and innovation.

Leonardo proposed to organize a group of STARTS roundtables as part of its 50 years celebration event at the Exploratorium – The Museum of Science, Art and Human Perception, in San Francisco, US. The aim is to target the Silicon Valley community and attract their attention to STARTS. Leonardo also proposed the inclusion of the STARTS discourse in their series of talks to be held worldwide, entitled Laser Speaker Series.

No budget has yet been defined for this action.

FLY GLOBAL (TW), *Conference/Workshop*, November 2018

Fly Global is initiated by National Culture and Arts Foundation, Taiwan, since 2014, in association with Digital Art Center, Taipei. It serves as a platform between Taiwan and the world to share information, strengthen national and international networks, and to develop new horizons.

Fly Global proposed a STARTS action in the context of Taipei's digital art festival, in November 2018.

No budget has yet been defined for this action.

DETAO MASTER (CN), *Workshop/Publication*, November 2019

The Technoetic Arts Studio of DeTao Master Roy Ascott provides for art, technology and consciousness research, teaching, and practice in a transdisciplinary and transcultural context.

Roy Ascott proposed a STARTS workshop and publication.

No budget has yet been defined for this action.

NCIS (BR), *Conference/Workshop*



The Interdisciplinary Nucleus for Sound Studies (NICS) is a pioneering research organization based at the State University of Sa~o Paulo at Campinas, in Brazil.

NCIS proposed to organize a conference or workshop on STARTS. This action should be jointly realized with NANO.

No budget has yet been defined for this action.

NANO, (BR)

NANO was established in September 2010, and operates under the Graduate and Post Graduate Program in Visual Arts from the School of Fine Arts – UFRJ. It aims at developing practical and theoretical research in arts with specific focus on its intersection with technology and science, offering laboratory space for practical and theoretical research in this thematic area. STARTS has been present in NANO events since 2015.

NANO promotes the Hiperogamicos hackathon and talks within which STARTS actions could be organized. These actions should be jointly realized with NCIS.

No budget has yet been defined for this action.

Additional Countries

JAPAN

Japan is of great importance for STARTS in the Asian region. Already in 2017, a STARTS roundtable was organized in Tokyo. Further potential action will be explored.

No budget has yet been defined for this action.

SOUTH KOREA

South Korea is of great importance for STARTS in Asian region. Further potential action will be explored.

No budget has yet been defined for this action.

VERTIGO – in the context of the Artistic Correspondents Network – is establishing contacts with other ongoing in EU funded project in order to strengthen STARTS presence across Horizon 2020.



At this stage, a strong relation has already been established with the CREATE-IoT CSA⁴, and the aim is to strongly engage with IoT LSP's. Some of them are already residencies potential hosts.

A new relationship with SERN – the Startup Europe Network of Regions⁶ – is being established to strengthen STARTS presence in EU Regions.

For international cooperation, a special attention will be put on ongoing EEAS initiatives.

⁴ http://cordis.europa.eu/project/rcn/206371_en.html

⁵ <https://ec.europa.eu/digital-single-market/en/news/horizon-2020-work-programme-2016-2017-internet-things-large-scale-pilots>

⁶ <http://startupeuroclub.eu/sern/>



SECTION 3 – Future Considerations

The future of STARTS is crucially dependent on its ability to engage industry in its actions. This will be the main leitmotiv in all actions realised with the Artistic Correspondents Network.

The creation of Regional Development cases is also instrumental for the future of STARTS. Concrete, real success stories of the so called STARTS Innovation centers will be indispensable to convince decision makers to support the development of STARTS.

International Cooperation is a key factor as well for the future of STARTS. Nowadays, the EU with STARTS is the leader in the field of artistic lead innovation. The US is lagging behind and no new positive developments should be expected in the near future due to the recent political options the US expressed. However, China is working strongly to reposition itself in the global markets not only a productive force, but also as a creative force. Similar approaches can be found in South Korea and Japan. Therefore, Asia is great ally and competitor at the same time. The future of the creative economy however seems to lie in South America, more specifically in Brazil and Colombia. STARTS will be present in Colombia in June at the ISEA2017 conference⁷.

⁷<http://isea2017.isea-international.org/>